

Blake French

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SUMMARY

Senior Software Engineer | Tech Lead | Large-Scale Distributed Systems & Ad Safety

Software Engineer with 9+ years of experience in high-stakes environments, from global semiconductor manufacturing to Google-scale advertising safety. Proven track record of leading cross-functional teams to deliver 0-to-1 infrastructure and scaling protections for billions of users.

EXPERIENCE

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| Google
<i>Senior Software Engineer; Team Lead</i>
<i>Lead technical strategy for Ads Safety systems protecting minor demographics across all Google surfaces (Search, YouTube, Play, Shopping).</i> | San Diego, CA

April 2020 – Present |
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- Spearheaded the Global Age Assurance technical roadmap, architecting unified safety enforcement across Search, YouTube, Play, and Shopping to protect hundreds of millions of newly inferred minor users worldwide.
 - Architected a novel classification system for Search Creative Protections, achieving a 90% reduction in age-inappropriate impressions while successfully navigating five years of legacy technical hurdles and shifting product priorities.
 - Neutralized critical safety gaps on Search Ads via query-intent signals, establishing a novel demonetization mechanism for mature-intent queries that was recognized by management as an org-wide success story.
 - Championed a 100% reduction in job errors for critical pipelines by leading a multi-stage migration to a new scheduling platform; successfully influenced neighboring teams to adopt the framework as the new organizational standard.
 - Drove significant technical debt reduction in complex Shopping metric pipelines, refactoring workflows and improving data governance to accelerate delivery cycles by an entire quarter.
 - Redesigned Ads Content Safety on-call rotations, implementing a sustainable governance model that balanced cross-team load and improved operational health for multiple teams.
 - Multiplied team capabilities by leading a team lead cohort and mentoring four junior engineers, directly enabling their successful project landings and career growth.
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| Micron Technology, Inc.
<i>Senior Control Systems Engineer</i>
<i>Architected global Fault Detection & Classification (FDC) frameworks and IoT data collection systems for R&D manufacturing tools.</i> | Boise, ID

August 2015 – April 2020 |
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- Architected a unified Global FDC framework for 1,000+ tools across four countries, realizing multi-million dollar annual savings through automated scrap reduction.
 - Eliminated a "single point of failure" for a global R&D site by identifying a legacy network bottleneck and deploying an automated Python-based lifecycle management system that reclaimed terabytes of storage.
 - Engineered a "zero-to-one" implementation for state-of-the-art Thermal Compression Bonding, translating high-level physics R&D requirements into production-ready software controls for next-gen products.
 - Modernized industrial manufacturing standards by introducing modular plugin architectures and version control to legacy monolithic environments, significantly increasing deployment velocity and system reliability.
 - Authored and scaled the "Global FDC Training Program", effectively "cloning" technical expertise across international sites in Singapore, Taiwan, and Malaysia to ensure 24/7 global operational support.
 - Automated single-chip traceability and scrapping logic, calculating electronic fuse IDs from complex wafer orientations to eliminate manual engineering effort and reduce customer RMAs.
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| Armada Corps, Inc. | Boise, ID

December 2016 – August 2019 |
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Founder; Board Member

- Founded the organization; achieved federal nonprofit status on the first attempt.
- Made high-level decisions for the organization with the rest of the executive team.
- Developed the website, wrote non-profit incorporation documents, and created other public-facing documents.

EDUCATION

Georgia Institute of Technology

May 2023

- *Master of Science in Computer Science – Machine Learning*

Idaho State University

May 2015

- *Bachelor of Science in Physics*
- *Bachelor of Science in Music*

TECHNICAL SKILLS

- Languages: Python, C++, SQL, C#, Go
- Machine learning, software development, automation
- Python libraries: Torch, Tensorflow + Keras, pandas, sklearn